

## ABSTRACT OF THE DISCLOSURE

A system, method, and computer program product for maintaining the anonymity of a consumer in a transaction with a retailer. The consumer provides payment method information and ship-to address information to a trusted third party. The consumer purchases products from a retailer by providing the trusted third party anonymous identifiers (e.g., nicknames, unique codes, or one time use codes either supplied by the consumer or by the trusted third party) corresponding to the selected payment methods and ship-to addresses. The retailer requests payment approval from the trusted third party. The trusted third party receives payment approval from a payment partner using the payment method information determined from the anonymous identifier received from the consumer. The trusted third party provides payment approval to the retailer along a transaction unique shipment identifier to place on the parcel. The trusted third party sends the same transaction unique shipment identifier and the actual shipping address determined from the anonymous identifier received from the consumer to a shipping partner who re-labels the package and delivers it to the consumer. The trusted third party acts as an e-mail conduit for messages sent to member consumers.